

ORDER



Orders
Order / Rev: 44209
Alt Order #: 08831285
Product Desc: DCCC
Estimate: 1198
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 07/20/12 / 09/21/12
Order Type: CIA - O

KTVX-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	36	\$21,465.00	\$18,245.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	36	\$21,465.00	\$18,245.25	0.00
Totals	36	\$21,465.00	\$18,245.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTVX-TV	15%	\$21,465.00
Market	100%	\$143,100.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	25%	\$35,775.00
KSTU	20%	\$28,620.00
KUCW	5%	\$7,155.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	35%	\$50,085.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/16/12	10/19/12	M-F 5a-530a GMU M-F 5a-530a GMU	CM	5:00 AM-5:30 AM	- TWTF - -	:30	1	\$90.00	P-1	0.00	NM	1	\$90.00
GOOD MORNING UTAH-5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -			1			\$90.00		0.00			
E 2	KTVX	10/16/12	10/19/12	M-F 530a-6a GMU M-F 530a-6a GMU	CM	5:30 AM-6:00 AM	- TWTF - -	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00

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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GOOD MORNING UTAH-530AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -		1		\$150.00		0.00					
E 3	KTVX	10/16/12	10/19/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6:00 AM-6:30 AM	- TWTF - -	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
GOOD MORNING UTAH-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -		2		\$200.00		0.00					
E 4	KTVX	10/21/12	10/21/12	Good Morning America 6AM GMA Su 6a-7a	CM	6:00 AM-7:00 AM	- - - - - S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
GOOD MORNING AMERICA SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- - - - - S		1		\$175.00		0.00					
E 5	KTVX	10/16/12	10/19/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	6:30 AM-7:00 AM	- TWTF - -	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
GOOD MORNING UTAH-630AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -		2		\$250.00		0.00					
E 6	KTVX	10/16/12	10/19/12	Good Morning America 7a GMA 7a-9a	CM	7:00 AM-9:00 AM	- TWTF - -	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -		2		\$300.00		0.00					
E 7	KTVX	10/16/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	- TWTF - -	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -		2		\$200.00		0.00					
E 8	KTVX	10/16/12	10/19/12	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	- TWTF - -	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -		2		\$300.00		0.00					
E 9	KTVX	10/16/12	10/19/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	- TWTF - -	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -		1		\$400.00		0.00					
E 10	KTVX	10/16/12	10/19/12	ABC4 News at 5p ABC4 News at 5p	CM	5:00 PM-5:30 PM	- TWTF - -	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
ABC 4 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -		2		\$400.00		0.00					
E 11	KTVX	10/20/12	10/20/12	Sat ABC4 News @ 5p Sat ABC4 News @ 5p	CM	5:00 PM-5:30 PM	- - - - - S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ABC4 NEWS-5P SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- - - - - S-		1		\$400.00		0.00					
E 12	KTVX	10/21/12	10/21/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5:00 PM-5:30 PM	- - - - - S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ABC4 NEWS-5P SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- - - - - S		1		\$400.00		0.00					
E 13	KTVX	10/16/12	10/19/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM	- TWTF - -	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
ABC 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	- TWTF - -		2		\$500.00		0.00					
E 14	KTVX	10/22/12	10/22/12	Mon Spec DANCING W/THE STARS	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	M- - - - -	:30	1	\$7,000.00	P-1	0.00	NM	2	\$7,000.00
DANCING WITH THE STARS															

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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KTVX	10/22/12	10/22/12	Mon Spec DANCING W/THE STARS	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	M-----	:30	1	\$7,000.00	P-1	0.00	NM	2	\$7,000.00
DANCING WITH THE STARS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$7,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KTVX	10/22/12-10/28/12		Mon Spec	7:00 PM-9:00 PM		7:00 PM-9:00 PM-----	:30		(\$7,000.00)		0.00	NM		
See MG 14.2, 14.3 [Program Change]															
2	KTVX	10/22/12-10/22/12		Mon Spec	7:00 PM-9:00 PM		7:00 PM-9:00 PM-----	:30		\$3,500.00		0.00	NM		
Ⓜ MG for 14.1 10/22 [Approved by Buyer]															
3	KTVX	10/22/12-10/22/12		Mon Spec	7:00 PM-9:00 PM		7:00 PM-9:00 PM-----	:30		\$3,500.00		0.00	NM		
Ⓜ MG for 14.1 10/22 [Approved by Buyer]															
E 15	KTVX	10/16/12	10/19/12	ABC4 News at 10pm M-F M-F 10p-1036p	CM	10:00 PM-10:35 PM	-TWTF--	:30	4	\$900.00	P-1	0.00	NM	4	\$3,600.00
ABC 4 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	4		\$900.00		0.00						
E 16	KTVX	10/20/12	10/20/12	ABC4 News at 10pm Sa Sa 10p-1030p	CM	10:00 PM-10:30 PM	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ABC 4 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$800.00		0.00						
E 17	KTVX	10/21/12	10/21/12	ABC4 News at 10pm Su Su 10p-1030p	CM	10:00 PM-10:30 PM	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
ABC 4 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$900.00		0.00						
E 18	KTVX	10/16/12	10/19/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM	-TWTF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	2		\$400.00		0.00						
E 19	KTVX	10/22/12	10/22/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6:00 AM-6:30 AM	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
GOOD MORNING UTAH-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$200.00		0.00						
E 20	KTVX	10/22/12	10/22/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	6:30 AM-7:00 AM	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
GOOD MORNING UTAH-630AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$250.00		0.00						
E 21	KTVX	10/22/12	10/22/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$300.00		0.00						
E 22	KTVX	10/22/12	10/22/12	ABC4 News at 5p ABC4 News at 5p	CM	5:00 PM-5:30 PM	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ABC 4 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$400.00		0.00						
E 23	KTVX	10/22/12	10/22/12	ABC4 News at 10pm M-F M-F 10p-1036p	CM	10:00 PM-10:35 PM	M-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
ABC 4 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$900.00		0.00						
E 24	KTVX	10/22/12	10/22/12		CM	10:35 PM-11:05 PM	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00

